- Commerce committee marks up Goldwater bill
- TCI launches coast-to-coast addressability
- So-called "HBO Kid" charged in theft case
- MSOs pass along extra copyright fee expense

CableVision

The news and features weekly of the cable television industry May 2, 1983 $3.00

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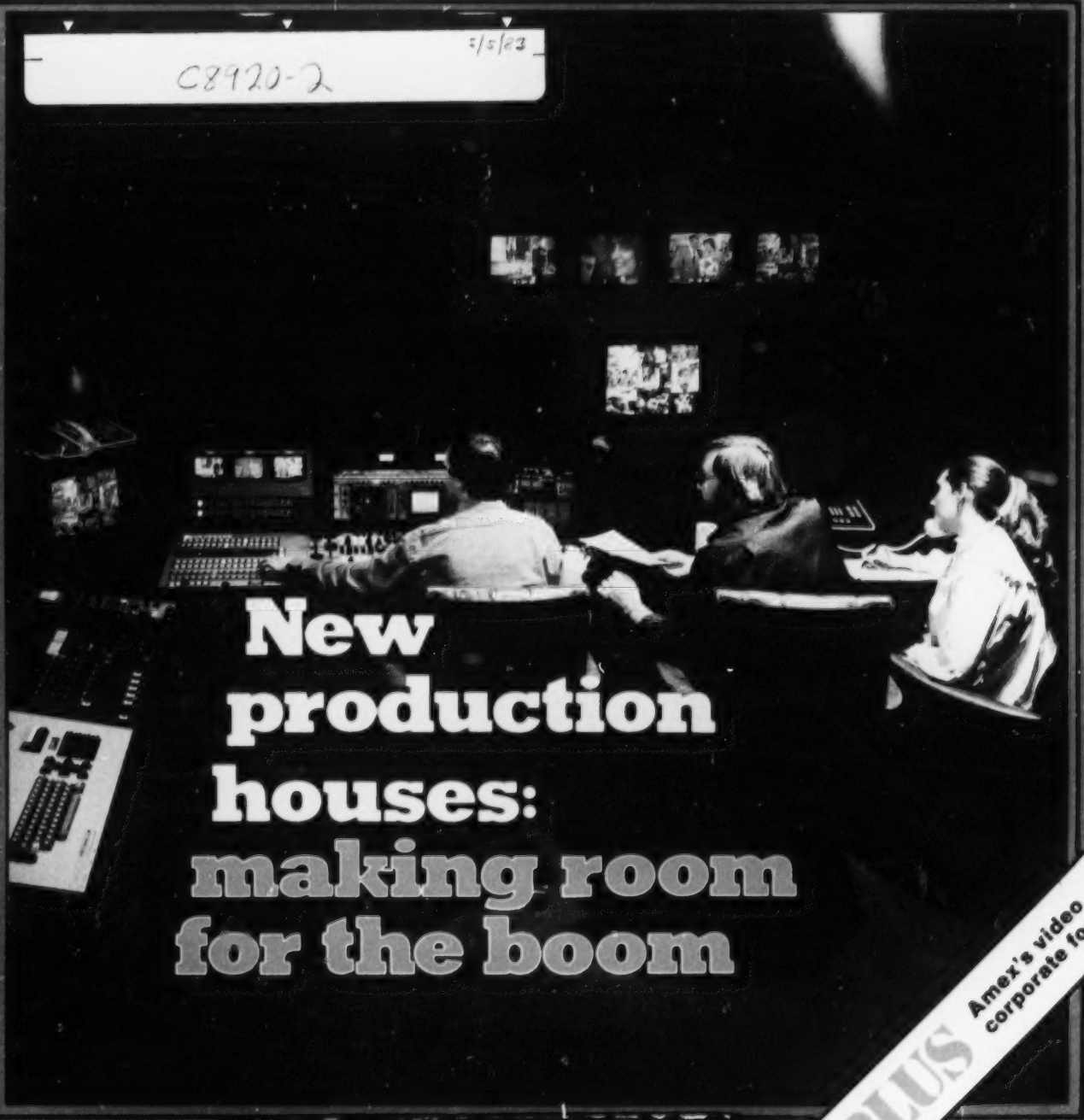

New production houses: making room for the boom

PLUS Amex's video corporate forum

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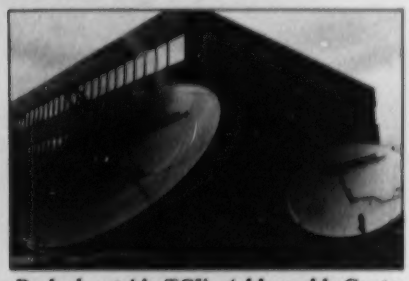


Parked outside TCI's Addressable Center in Englewood, Colo., were these transportable earth stations. The dishes are used to send and receive customer data from the center to TCI system headends around the country. April 18 marked the first day of the center's operation.

Coast-to-coast addressability

TCI's national Addressable Center opened for business with a press tour and a party. **Leading the week, pages 15-20.**

HBO kid collared

Pennsylvania authorities corral a man, who calls himself "the HBO Kid," in what is claimed to be the biggest theft-of-service case ever prosectued. **Leading the week, pages 15-20.**

Reaching the masses

The National Cable Television Association and the Cable Television Administration and Marketing Society lay the groundwork for a "generic" advertising campaign aimed at promoting the industry to the general public and to advertisers. **Leading the week, pages 15-20.**

Pass-along fees provide relief

Some cable systems find their subscribers willing to pay a "pass-along" charge to offset increased copyright fees for distant signal carriage. **Leading the week, pages 15-20.**

Cable bill advances

The Senate Commerce Committee approved cable bill S. 66 by a 15-2 vote. Many city cable officers are still upset with the measure. **Leading the week, pages 15-20.**

Turner pitching PPV

TBS chairman, trying to get Major League Baseball teams interested in offering the World Series on pay-per-view cable, unveils plan before Virginia association convention. **Leading the week, pages 15-20.**

TeleCulture dealing locally

TeleCulture Inc., a 2-year-old Manhattan-based firm, has come up with a way to market foreign and independently made American TV programming to local systems for a flat bargain price. **Page 24.**

Filling the musical gap

CATV West joins forces with local programmer to produce music shows aimed at black audience. **Page 24.**

Consider a co-op plan

When a national manufacturer foots the bill, cable operators and local dealers reap the benefits. **Page 28.**

Toe-to-toe competition

Madison Cable Network claims it's on the way toward a first-year goal of $100,000 or more in sales as a result of a print ad drive. **Page 28.**

SCTE meet set to open

Cable-Tec Expo, with nearly 30,000 square feet of exhibit space sold, takes the Society of Cable Television Engineers annual convention into a new era. **Page 53.**

Eidak challenging TeleFirst

ABC's soon-to-be launched broadcast pay-per-view service has its first competitor. VVR Associates, a Long Island-based company, will begin testing Eidak, its own down-loaded program service, later this year. **Page 57.**

Wirth hits financial interest

Telecommunications Subcommittee members tell FCC they oppose repeal of financial interest and syndication rules; question commission's priorities. **Page 60.**

About the cover

Pictured is the editing suite at Scene Three, a Nashville-based film and commercial production house, with ambitious plans to serve the growing needs of program producers. Scene Three is but one of five outfits profiled in Simon Applebaum's story about new program factories. For more, see page 42.

This week in PLUS

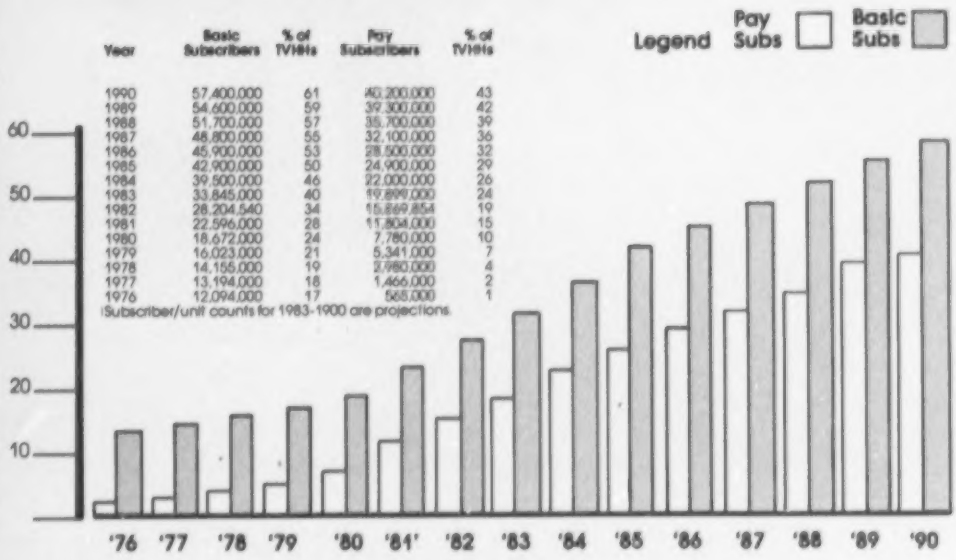
If you're a corporation and want to air a video series, it makes sense to use cable. That's what American Express has found out. Its *How's Business* has been airing over SPN—the price is right, it reaches Amex employees, stockholders and clients, and there's still no definite ruling on the Fairness Doctrine on cable. . . Soon, when a service looks for a place to produce, it will have more spots to choose from. New production studios are keeping cable in mind. The emphasis of the studios range from educational programming in Miami to performing arts programming in Denver to any kind of programming (including country, of course) in Nashville. **Pages 29-52.**

Cable stats

Pay/Basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1990 are projections.



Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable units 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Film product comparison—April

Film	Pay Networks					Distributor
A Face in the Crowd					C	Castle Hill
Across the Great Divide	(HBO)	ST	(TMC)			Simcom
Adventures of the Wilderness Family		(ST)		HTN		Simcom
Alice in Wonderland	HBO					Universal
Alien			TMC			20th Century-Fox
All Fall Down		ST				MGM/UA
The Amazing Captain Nemo	HBO					Warner Bros.
An Eye for an Eye		ST*				Wescom
The Angry Hills					C	MGM/UA
The Asphyx			TMC			Muller Media
Atlantic City	HBO	(ST)	TMC			Paramount
The Bitch		ST				Telepictures
The Blackboard Jungle				(HTN)	C*	MGM/UA
Blackjack				HTN		Univeral
The Boogens	HBO	ST	TMC			Sunn Classic/Taft
Breaking the Sound Barrier					C	Alan Enterprises
Breakthrough				HTN		Worldvision
Buddy Buddy	(HBO)	(ST)	(TMC)		C	MGM/UA
The Cannonball Run	HBO				(C)	HBO
Casey's Shadow				HTN	C	Columbia
Chandler					C	MGM/UA
Cheaper to Keep Her					C*	Paramount
Chu Chu and the Philly Flash		(ST)	(TMC)	HTN*		20th Century-Fox
Cicero: The Story of the Queen's Drum Horse				HTN		Hoffner Entertainment
Continental Divide	HBO*	(ST)	TMC	HTN*		Universal
The Corn is Green			TMC			Warner Bros.
D.O.A.			TMC			Corinth
Dead Men Don't Wear Plaid	HBO	ST	TMC			Universal
Death Hunt		(ST)	(TMC)		C	20th Century-Fox
Doctor Zhivago			(TMC)	HTN*	(C)	MGM/UA
Don's Party		ST				Satori
Dot and the Kangaroo		ST				Satori
Dying Declaration				HTN		Universal
Edge of Doom		ST*				Samuel Goldwyn Co.
The Elephant Man		ST	(TMC)			Paramount
Emily		ST				Atlantic
Eye of the Needle		ST			(C)	MGM/UA
Falling in Love Again	(HBO)	ST*				
Fat Chance			TMC*			Manley Productions
The Fifth Musketeer					C	Columbia
Fighting Back		ST	TMC			Paramount
The Fighting Sullivans					C*	Crystal
For Your Eyes Only	(HBO)	ST	TMC*	HTN*	(C)	MGM/UA
Fort Apache, The Bronx	HBO*					HBO
Friday the 13th, Part II	HBO		TMC			Paramount
Girl Young Un			TMC			NTV
The Gambler			TMC			Viacom
The Garden of the Finzi-Continis			(TMC)		C	Almi Group
Gate of Hell					C	Janus

Film	Pay Networks					Distributor
Gizmo					C	Film Gallery
Going Ape	HBO	(ST)	TMC			Paramount
Goodbye Emmanuelle		(ST)			C	Miramax
Green Ice			TMC	(HTN)		ITC
Gulliver's Travels			TMC	HTN		Corinth
Happy as the Grass Was Green				HTN		Castle Hill
Hell Night			TMC			Compass International
Heartbeeps	(HBO)	ST		(HTN)		Universal
High Risk	(HBO)	ST*				Viacom
The Howling	(HBO)		TMC			Wescom
I Want You		ST				Samuel Goldwyn Co.
J.D. and the Salt Flat Kid			TMC		(C)	Samuel Goldwyn Co.
Jackson County Jail					C	New World
Jaws of Satan			TMC*			MGM/UA
Julia			(TMC)		C	20th Century-Fox
The Kid from Brooklyn		ST*				Samuel Goldwyn Co.
The Killing Kind					C	Atlantic
King Salomon's Treasure			TMC			Gold Key
Lady Chatterley's Lover		ST	TMC			Viacom
The Last Hunt		ST			(C)	MGM/UA
The Last Waltz			(TMC)		C	MGM/UA
The Late Show			TMC			Warner Bros.
Lee Carls			(TMC)	HTN	C	MGM/UA
Little Detective				HTN		Satori
Little Miss Marker					C	Universal
The Long Good Friday			TMC*			Handmade Films
Love and Money		ST*	(TMC)			Lorimar
The Magic Flute				HTN		Castle Hill
The Magic Statue				HTN		Universal
The Man From Clover Grove		ST				Lord Byron
The Man Who Fell to Earth			TMC*			Almi Group
Manny's Orphans				HTN		Castle Hill
McVicar			(TMC)		C	Crown International
Meatballs	HBO				(C)	Paramount
Missing	HBO	ST	TMC	HTN		Universal
Modern Problems	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Mommie Dearest			TMC			Paramount
Moscow Does Not Believe in Tears		ST		(HTN)	(C)	IFEX
Mother's Day		ST				United Films
Mountain Family Robinson	HBO	(ST)	(TMC)	HTN		Simcom
Never Never Land		ST	TMC			Paramount
The Night the Lights Went Out in Georgia	HBO				(C)	Viacom
North by Northwest			TMC	(HTN)	C	MGM/UA
On Golden Pond	(HBO)				C	AFD
On the Run			TMC*			MGM/UA
The Outlaw Josey Wales			TMC			Warner Bros.
Pandemonium	HBO		TMC			MGM/UA
Paper Tiger			(TMC)	HTN		Castle Hill

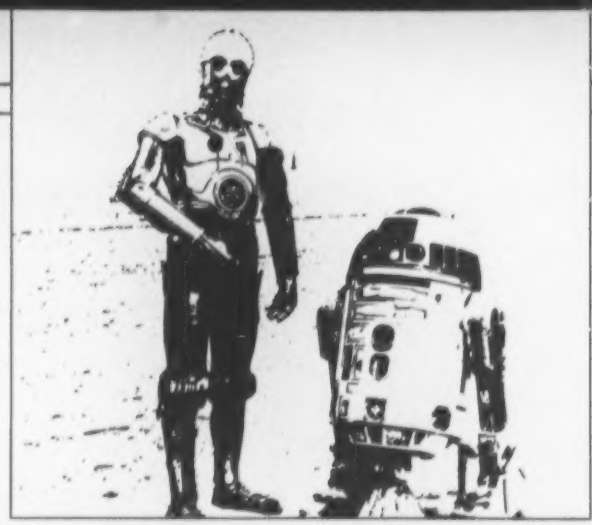
Cable stats

Film	Pay Networks					Distributor
Paradise	HBO	ST	TMC			Embassy
Partners	HBO	(ST)	TMC*			Paramount
Papillon		ST				Lorimar
Paternity	(HBO)	(ST)		HTN		Paramount
The Patsy		ST	(TMC)			Paramount
Personal Best	HBO	ST	TMC			Warner Bros.
Penitentiary II		ST				MGM/UA
Pick-Up Summer		ST				Film Ventures
Pictures			TMC			New Zealand Film
Plutonium Incident					C	HBO
The Postman Always Rings Twice	HBO					Lorimar
The Pursuit of D.B. Cooper	HBO					PolyGram
Ransom					C	MGM/UA
The Reluctant Debutant		ST				MGM/UA
Richard Pryor Live on the Sunset Strip	HBO					Columbia
Right Cross		ST				MGM/UA
Safari 3000			TMC			MGM/UA
Saturday the 14th	HBO					New World
Sea Prince and the Fire Child			TMC			Sanrio
Sexi Wolves		ST			(C)	Lorimar
The Secret Policeman's Other Ball		ST*	TMC*			20th Century-Fox
Seniors					C	Alan Landsburg
Shogun Assassin		ST*				Samuel Goldwyn Co.
The Shootist	(HBO)	ST	(TMC)			Paramount
Silence of the North		(ST)	TMC	(HTN)		Universal
Silent Rage	HBO					Columbia
Silk Stockings				(HTN)	C	MGM/UA
Smokey and the Bandit			TMC		C	Universal
S.O.B.		ST			C*	Lorimar
Sparrow				HTN		Castle Hill
St. Helens	HBO				(C)	Michael Murphy
Starbirds		ST				New Hope
Star Wars	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
The Stratton Story					C	MGM/UA
Stripes	HBO	(ST)	TMC	HTN*	(C)	Columbia
Student Bodies		ST*				Paramount
Sunday in New York				(HTN)	C*	MGM/UA
The Survivor			TMC			Hemdale
The Sword and the Sorcerer	(HBO)	(ST)	TMC*			Universal
Tarzan, The Ape Man		ST	(TMC)			MGM/UA
That Midnight Kiss		ST				MGM/UA
They Shall Have Music		ST				Samuel Goldwyn Co.
Thunderbirds in China		ST				Coe Films
Tiger Bay					C	Janus
Under the Rainbow		ST	(TMC)	(HTN)		Warner Bros.
Venom					C	Film Finance
Victor, Victoria	HBO	ST	TMC	HTN		MGM/UA
Visiting Hours	HBO	ST	TMC			20th Century-Fox
The Wedding Party				HTN		Tromra
Who Is Killing the Great Chefs of Europe?					C	Lorimar
Whose Life Is It Anyway?	HBO	(ST)	(TMC)		(C)	MGM/UA
Witch's Sister		ST				Film Gallery
The Woman Next Door			TMC			Cinema Signal
Z			TMC*		(C)	Almi Group
Zulu Dawn	HBO					Zulu Dawn

Cable network legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in December, January, February, March and/or April.

■ An asterisk following a network indicates the film is a carryover from December, January, February, March and/or April.



■ In total, 153 films appear on the May schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (December 1982-May 1983), two movies, "For Your Eyes Only" and "Stripes," appeared on all five services. Eight films appeared on four of the five networks, 21 on three and 40 on two networks. Eighty-two films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 27, followed by Universal and Paramount with 13 films apiece.

■ "Missing," the drama that won an Oscar this month for best adapted screenplay, appears on the May program guide covers of The Movie Channel, HTN Plus and Cinemax. TMC also has another recent Oscar honoree on its May cover: "Victor, Victoria," receiving an award for Henry Mancini and Leslie Bricusse's original song score. Sandwiched between both films is the Steve Martin detective spoof, "Dead Men Don't Wear Plaid." HBO's program guide focus is on "The Terry Fox Story." Its made-for-pay drama starring Robert Duvall. On the HBO/Cinemax cover along with "Terry Fox" and "Missing": "Richard Pryor Live on the Sunset Strip" and the Fondas Film Festival. Showtime has a cover spotlighting Mick Jagger's performance in a "Faerie Tale Theater" episode.

Sub count addendum

This is an addendum to the "Cable services subscriber counts" that appeared in the 4/25/83 issue. Affiliate and subscriber counts are as of 3/31/83.

Non-satellite-fed national programming services	Affiliates	Subs
PlayCable	17	750,000
The Pleasure Channel	18	15,000

Announced non-satellite-fed programming services	Expected launch
CableShop	9/1/83
The Games Network	9/1/83

Top 20 MSOs

Rank	Multiple system operator	Basic Subs
1.	Tele-Communications Inc.[1]	2,255,000 (12/82)
2.	American Television and Communications Corp.	2,104,705 (12/82)
3.	Group W Cable	1,876,991
4.	Cox Cable Communications Inc.	1,303,744 (1/83)
5.	Warner Amex Cable Communications Inc.	1,240,500
6.	Storer Cable Communications	1,163,187 (12/82)
7.	Times Mirror Cable Television	807,346
8.	Rogers UA Cablesystems	733,225
9.	Newhouse Broadcasting[2]	703,042
10.	Viacom Cablevision	643,476 (4/83)
11.	Continental Cablevision	641,000
12.	United Cable Television Corp.	552,027
13.	Sammons Communications Inc.	536,447
14.	TeleCable Corp.	389,836
15.	Capital Cities Cable	314,283 (11/82)
16.	General Electric Cablevision	309,600
17.	Cablevision Systems Development	300,000
18.	Comcast Cable Communications	290,000
19.	Heritage Communications Group	283,515
20.	Liberty Communications	256,000

[1]number is a company estimate.
[2]includes MetroVision, NewChannels, Vision Cable.

Top 20 systems

Rank	Location	Operator	Subscribers	
1.	San Diego, Calif.	Cox Cable	221,585	(12/82)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	187,000	
3.	Manhattan, N.Y.	AIC	169,250	(12/82)
4.	Houston, Texas	Warner Amex	157,000	
5.	San Antonio, Texas	Rogers UA	154,090	
6.	West Orange, N.J.	Maclean Hunter	146,983	
7.	Wayne, N.J.	Rogers UA	117,417	
8.	Tulsa, Okla.	United Cable	104,583	
9.	Audubon, N.J.	NYT Cable	100,248	
10.	Erie County, N.Y.	Prime Cable	99,337	
11.	Austin, Texas	AIC	97,300	(12/82)
12.	San Jose, Calif.	Gill Industries	94,000	
13.	Tidewater, Va.	Cox Cable	91,393	(12/82)
14.	Cincinnati, Ohio	Warner Amex	88,000	
15.	Central Islip (L.I.),N.Y.	Viacom	86,295	(4/83)
16.	Baltimore County, Md.	Cattec Cable	84,763	
17.	Seattle, Wash.	Group W Cable	84,455	
18.	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
19.	Orlando, Fla.	AIC	82,550	(12/82)
20.	Toledo, Ohio	Buckeye Cablevision	78,811	

Note: MSO and system sub counts are as of 3/83 unless noted otherwise.